

WITH WHICH IS INCORPORATED

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Vol. XCII, No. 3

NEW YORK, July 21, 1917

WHOLE No. 2372



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New York—THE BOBBS-MERRILL CO., Publishers—Indianapolis

Business Lists for Publishers and Booksellers

American Library Annual 1916-1917

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That store is now definitely on this young business man's map. What's more, he's just one of the many young business men attracted by the window display, all of whom are certain to speak to their friends of the books they have bought.

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The Aublishers' Weekly

FOUNDED BY F. LEYPOLDT

July 21, 1917

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Publishers should send books promptly for weekly descriptive annotation, if possible, in ad-

vance of publication.

For subscription and advertising rates see first page

of Classified Advertising.

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

"WHAT IS THE ENGLISH TRADE DO-ING ABOUT IT?"

In the two years and a half following August, 1914, American publishers learned something of the difficulties of war-time publishing thru bumping their shins on the problems that inevitably reached this country as part of the backwash of the European struggle. Since the entry of the United States into the war, however, we are learning that there are certain other problems peculiar only to a nation under arms. This has been brought home again this week by the calling of the National Guard into active service and the imminence of the draft, and the net result has been to increase the recurrence of the question heard so often early in the war: "What is the English trade doing about it?"

In May the Publishers' Weekly reprinted from an English periodical devoted to general business affairs an article by Herbert Jenkins, the London publisher, on how his firm met the new conditions brought about by the war. So full of suggestion did this seem for the American trade that we subsequently cabled Mr. Jenkins inviting him to write a supplementary article especially for the book-trade of this country. This article appears elsewhere in this issue.

Mr. Jenkins' record of his experiencesboth here and in the earlier article of May 5 -is peculiarly valuable for the very reason that his house is not an old established concern with great prestige and unlimited capital. Herbert Jenkins, Ltd., was only two years old when the war storm broke, and that the firm sold fifty-two books in August, 1916, for every one sold in the same month two years before was due in large measure to sheer nerve and good management in "carrying on" in the face of discouragements. In fact we have rarely seen a better proof

of the preponderant importance of personality in publishing.

It is no wonder that, among his conservative associates in a conservative profession, Mr. Jenkins' actions since the outbreak of the war have at times been described as "damned cheek!" He met the war by forgetting the traditions of the trade: he increased advertising in mid-summer instead of cutting it down; he determined to keep his travelers moving even if it meant a financial loss; when others were drawing in he set out to expand his list (his list for the spring of 1917, by the way, despite the fact that during the past six months the difficulties in the way of book production have increased more than in all the previous period of the war, included twenty-nine titles); and finally he had the "cheek" to print ten thousand of a novel by a comparatively new author. The upshot of his aggressive methods, however, has been that the house has made a profit on every book published since the war began.

WE do not entirely agree with Mr. Jenkins in urging the American publisher to profit by English experience and meet rising costs by increasing prices. In some cases this has already been done in this country with perfect justice where it has actually become a question of increasing prices or losing money. That prices generally should be increased. however, we do not believe-not yet. As we have had occasion to point out before, the price of books should move down, not up, if the book is to compete with the omnipresent periodical, and once a price scale is increased the chances are against its coming down. In England, where government embargo has made strawboard and paper almost unobtainable in some cases and where three years of fighting have very seriously dislocated labor, the justification for price increases, especially on shilling and other cheap books, is evident. In this country, however, no such serious conditions exist at present, and paper has in fact actually shown a recent slight drop in price. Nor do we agree with Mr. Jenkins' suggested remedy of affixing war tax notices carrying a ten to twenty per cent. increase in price to the jackets of all books. The advantage of such a plan lies in its emphasis upon the temporary character of the increase, but this advantage would in our opinion be more than offset by its tendency to undermine the standardized price system.

MR. JENKINS' paper is of interest as illustrating what may be called the journalistic type of publishing working at high efficiency. Those who don't publish books think the publisher has nothing to do but feast authors and send mss. to the printer when the authors see fit to send them in for publication. Here is an example, however, of the way the keener sort of publisher who goes in for "newsy" books gets a story when it "breaks" or even before it "breaks"; he is in short an editor exactly like the man who edits a high grade periodical like the World's Work. Nor does the suggesting of a 60,000 word book to an author, its writing, the publication of 5000 copies and its distribution to the trade all within three weeks differ greatly from the high speed that characterizes periodical editing. Such methods may not be conducive to lasting literature but they represent the highest sort of publishing of the journalistic type—a type full of possibilities in war-time and profitable at any time, if the publisher guesses right!

ENGLISH PUBLISHING AND THE WAR By Herbert Jenkins

T

IN TIME OF CRISIS THE BUSINESS MAN KNOWS ONLY ONE COMFORTABLE SPOT—THE OFFICE CHAIR

I know nothing about American publishing! This confession will, I hope, clear the ground. The editor of the Publishers' Weekly has cabled me an invitation to write an article on what English publishers have had to face since the outbreak of war. I accept in the hope that some of the lessons I have learned may be of assistance to my many publisher friends in America.

I say that I know nothing of American publishing. I must confess, however, that I have learned a lot from American methods, I am still learning and I hope to learn much more. I recognise that conditions operating in the two countries are vastly different, therefore I shall merely tell of what we have done, or rather left undone, and leave the American publishers to point the moral.

As far as I can discover, everything in this country costs more as a result of the war with two exceptions, books and having one's hair cut. To-day we publishers get from the booksellers the same price for a novel, for instance, that we received before August 1914. Paper costs more than four times its pre-war price, printing, block-making, binding, etc., have all risen considerably and continue to rise; yet the price of books to the public remains the same. Why is this. The answer is that we publishers have failed to go out and meet the crisis.

Strategists have said for all time that the surest defence is offence. The public has been made to pay more for everything else

it consumes: a two cent egg now costs five cents, a seventy-five cent meal jumps to a dollar: yet a shilling book can still be had for a shilling, altho it costs about twice as much to manufacture as formerly.

Here I think the American publisher will decide to profit by our experience. This war is not a picnic, or a summer holiday. Like a poor relation it has come to stay. If we are able to begin gathering up the pieces by the autumn of 1918 we shall have cause for satisfaction, and between this and then the cost of production of books in America will probably steadily increase.

Here the public has paid more for its beef and beer, and it would just as unwillingly have paid for its books—if it had only been asked. Instead of raising the price we have met the increased cost of production out of our own pockets. Hinc illae lachrymae.

My own scheme to meet this increased cost of production was a war tax, indicated to the long-suffering purchaser by a small label affixed to the jacket of each book explaining that it was to cover the increased cost of production consequent on the war. Such a scheme could be worked out for the United States somewhat as follows:

5 cents upon all books up to 25 cents. 10 cents upon all books above 25 cents and not more than \$1.35.

not more than \$1.35.

15 cents upon all books above \$1.35 and not more than \$2.50

25 cents upon all books beyond \$2 50. The tax labels could be applied to all books in the list, including those published before the war, and at the same time save confusion in invoicing. Thus:

One great difficulty has been disturbing published prices. The public is a little shy about paying \$1.50 for instance for what it has formerly seen advertised at \$1.25. Take it into your confidence, however, and it becomes as docile as a dove (not a Taube).

It has great confidence in an Act of Parliaament. Our legislators taxed amusements:
A sixpenny (12 cents) football-match now
costs sevenpence (14 cents), a shilling (24
cents) seat at a theater is now one shilling
and two pence (28 cents), a twopenny (4
cents) cinema show has increased to twopence halfpenny (5 cents): but the public
understands all about the war tax and makes
no demur. If, however, the managers had
raised the prices on their own initiative,
there would have been a howl of protest.
Questions would have been asked in the
House of Commons, and meetings held in
Hvde Park. Ours is a country much given

to protest. Lions roar more frequently than eagles scream.

After nearly three years of war, publishers in this country are raising the prices of new novels by the best known writers to 6s. net* (\$1.50 net). Before the war they were issued at 6s. (\$1.50) "subject," which meant that the bookseller sold them for 4s. 6d. (\$1.12) to the public. As a help to the bookseller the price was raised to 5s. net (\$1.25 net), which meant a "bit" more for the bookseller, but the same for the publisher.

In the last few weeks one firm has made its shilling books one shilling and threepence (30 cents), with the result, I am told, that the public buys other publishers' books which are still a shilling. Mr. Dooley has said "Ye may take a man to the univarsity; but ye can't make him think." Had he been of our trade he would probably have said, "Ye can

take a publisher to a ditch; but you can't make him jump it." Millions of threepences have been allowed to remain in the pockets of the public because the publisher preferred to pay them himself. Yet they say "Now Barabbas was a publisher"!

H

WHEN THE MAP OF THE WORLD IS BEING RE-ADJUSTED, THE BUSINESS MAN MAY SAFELY RE-ADJUST HIS IDEAS

One of our great difficulties has been that of replacing the men who have joined the army. I lost the whole of my staff in the early days of the war. I believe in young men and they were all under twenty-five. I had no idea I was surrounded by such a bloodthirsty lot until they as one man volunteered for the army. At the present moment I have only women and none has had any previous experience of publishing. In my collection I have an ex-waitress, an ex-nursemaid, an expupil teacher, an ex-cinematograph actress (she still occasionally asks for a day off, dabs her face with yellow and faces the camera), and an ex-chauffeuse. In this country girls are not trained to take responsible posts, so that we are worse off than America can ever be. If I were facing war again I would get girls in long before they were required, that they might be trained. I would, if possible, get them dumb!

I have noticed one very remarkable thing, worthy I think of the attention of the psychologist, or physiologist, whichever it is that attends to such matters. During spells of hot weather girls become demoralized. They forget, make the most extraordinary mistakes and seem quite unable to "carry on." In all probability it is a question of physique; for the girls themselves are willing and anxious to do their best. The ten days of heat we recently experienced nearly ended my career. I dreaded the post, the telegraph boy, the telephone; all told of mistakes! MISTAKES!!! MISTAKES!!!

When war broke out I determined that I would forget all I knew about publishing and

would undergo a change; it did. Heavens! what a change. As the general tendency was to draw in, I decided to expand and enlarge my list. "Business as usual only more so," became our motto, and the results have been astonishing. Since war broke out we have made a profit on every book we have published.

I was early warned that the public would only want cheap books, so I gave them ex-

start again. I foresaw that the public taste

I was early warned that the public would only want cheap books, so I gave them expensive books as well. These sold better than in peace time; but they were the right books, at least the public said so by buying and reading them.

This beginning over again was all most interesting, like taking a second wife, or selling your hens and buying an incubator. One unforgetable lesson it has taught me, that success in business lies somewhere near the path of novelty. The public wants

"The new thing ever as the old thing grows Spectral and weary . "

The main point, however, is that the public never knows what it wants until you tell it.

Another thing I have found useful is to watch the barometer of public feeling. I have had my books subscribed to the trade when the news was good! After the fall of Kut, a man would perhaps order two copies of a book of which, if offered to him after Baghdad had been captured, he would have taken twenty. After a reverse to the Allied arms the bookseller I found became as full of gloom and foreboding as a Scotch elder. On the other hand let the Allies be victorious, and he was as optimistic as a Mr. Roosevelt. I do not think the personal equation is given its proper weight in business. After all, a buyer and a salesman are just as human over a deal as over a game of dominoes and—they both have livers.

III.

BETTER BE WHOLE-HEARTED IN A BAD DEAL, THAN HALF-HEARTED IN A GOOD

As the paper shortage became more pronounced, newspapers became smaller, and advertising space contracted, consequently the rates increased. Furthermore editors could spare less space for reviews. I argued that to sell books something must be done to make up for this limitation to our publicity and, in spite of the higher rates, I largely increased our advertising expenditure, trusting to bigger sales to make good the additional outlay. It was a case of "Victory or Westminster Abbey," and—it wasn't Westminster Abbey.

In the usual course, advertising is far less indulged in during the summer than at other times: we increased ours during that season. In short everything seemed topsy-turvy, because everything is sure to be topsy-turvy when a man, who is supposed to be on the defensive, suddenly starts hitting out.

In business there is no standing still: it's either forwards or backwards. Certain other publishing houses have adopted the aggressive policy and without exception it has been successful. "If you see a head hit it," is said to

^{*}To simplify matters I take the dollar as equivalent to four shillings.

be the Irishman's motto, and Irishmen are notoriously successful—away from home.

All this, however, was the goods in the window. There was something else behind; the selection of raw material-manuscripts. Everything turned on this. My sales manager (who has the experience of a Nestor and the enthusiasm of an Ajax) kept me carefully posted as to what the booksellers were selling; in other words, what the public wanted. We had conferences several times a week. "I can sell such and such a book," he would say, and I set about trying to get what he wanted. My conception of publishing has always been that the publisher should help the author by advising him what people are likely to read. Never has this been more manifest than during the last three years. I will give an illustration.

I received a short manuscript by a well-known writer from his agent. I asked the agent to try and get the author to see me. We met. I told him that the book was a good book, but nothing like the book he had inside him. I explained and expounded; he is a splendid fellow, and promised to do all I asked. The result has been one of the greatest successes of recent years, and author and publisher have become warm personal friends.

Another book I had commissioned with a heavy advance on account of royalties turned out a great disappointment when the manuscript arrived. I saw a loss of something under a thousand dollars. "The public don't want it, and won't read it," I wrote to the author. Here again the author rose to the occasion and worked untiringly, the publisher also did his bit, and the result has been a book about which London has been talking for a month

The American conception of the Englishman is, I believe, that of a man who turns up his trousers (even in the evening), says "yaas," uses the word "nice" in season and out, is always in a top hat, but never in his office. May I tell this little story. An English publisher (wild horses would not drag from me his name) heard of a civil engineer just returned from Petrograd who had been all thru the Revolution. He obtained his address and asked him to call. The civil engineer did so and was asked to write a book.

neer did so and was asked to write a book.
"But I'm a civil-engineer," he explained.
"I've never written a book in my life."
"Don't you think," was the retort, "that

"Don't you think," was the retort, "that rather a shameful admission for a man who has passed his thirtieth year? Dictate two thousand words and send them in this afternoon."

The C. E. was a fine business man and he was amused at the idea. He did as he was bid; the next night the contract was signed. Three weeks later the book of three hundred pages and 16 illustrations, cloth bound, with a two colored jacket (5000 copies) was distributed to the trade. It had been written, printed, bound, subscribed and distributed in twenty days! That publisher wears his trousers (certain of them) turned up, says "nice" frequently, and possibly says "yaas." He is

always in his office and never in a top hot-

IV

IMAGINATION IS THE FOUNDATION OF ALL SUCCESS

One of the great difficulties here has been shortage of raw materials (paper, binding-boards, etc.) and labor. I cannot tell how this will operate in America. She has a much larger population and is unlikely to require to draw more than four or five millions of men from her manufactories for her Army and Navy. Some may smile at the bare idea of such a number: but we in this country did a good deal of incredulous smiling at first; now, like the girl who won a pair of gloves when no one was looking, we wonder how we could have done it.

A loss of four or five million workers, however, from America's millions will cause very serious embarrassment, for there will have to be several millions of munition workers in addition to keep the fighters supplied. It is then that the man who has trained women to do men's work will come into his own. Binders and printers and paper-makers will become soldiers and sailors and munition-makers. The cost of living will increase, taxes will become higher, and people will have less to spend. War will come nearer to you as it has come to us, viz. in the loss of friends, and then eyes will turn to the cheapest of all pleasures—books. The bereaved will have no heart for theaters, dances, dining-out. They will want something that will take their minds from the war—the Destroyer. They will turn to books, and, above all, to the books that make them forget for an hour the suffering and sense of loss they have experienced. Those publishers in this country who foresaw this and provided bright and interesting volumes are those who have succeeded.

In all probability America will pass thru book phases similar to those we have experienced in Great Britain. First there will be a glut of war books, telling of what the U. S. A. are doing, of the heroism of her sons and the courage of her daughters. Then in turn she will become war-weary and cry for opiates. The wounded will want to laugh, the maimed will want to be cheered, the bereaved to forget. If I may venture a word of advice to American publishers, it is: Let the Government find men and ships and shells, you find humorists. I think it was David Harum who said "A reasonable amount o' fleas is good for a dog, it keeps him from broodin' on bein' a dog!" Publishers can do a great national service by keeping the public interested and amused, in other words from brooding on being a public.

"THERE'S two kinds of discontent in this world—the discontent that works and the discontent that wrings its hands. The first gets what it wants, and the second loses what it has. There's no cure for the first but success, and there's no cure at all for the second."—



A GLOBE-WERNICKE WINDOW DONE BY GRANT'S BOOK SHOP, UTICA, N. Y., THE LEFT HALF OF THE WINDOW BEING A FAITHFUL REPRODUCTION OF THE OLD-TIME, NONE TOO TIDY, BOOKCASE IN AN OLD FASHIONED ROOM, AND THE RIGHT HALF DEPICTING THE ORDERLY SECTIONAL CASES THAT ARE HELPING TO SAVE THE BOOK IN MANY A COMPACT HOME TO-DAY.

LITERATURE AND WAR

Nothing shows more clearly how far we have traveled from the Victorian viewpoint, which was still ours, to a considerable degree, in 1914, than the change in our attitude towards literature and art as a by-product of When the great conflict first broke out, the hope of a luxuriant, if sanguinary, flowering of the national genius, as a sort of reward for tremendous sacrifice and suffering, constituted part of the unconscious but actual trappings of battle; as much a part as the neighing and prancing of steeds, and the fluttering of flags, and shrill of fife, and the maddening dissonance of high-pitched trumpets. We of the English-speaking world, especially, according to the New York Evening Post, had been spoiled by a series of strange coincidences which made our Shakespearean age contemporaneous with the Armada, Milton with Cromwell, Byron with the re-birth of Greece, Wordsworth with the death of Swiss liberty, and Tennyson with Balaclava, until we came to believe that nowhere on the face of the globe could a great deed or a dastardly one be done without a pæan or anathema from Anglo-Saxon genius. In the other warring countries a similar instinct, no doubt, existed, altho French art has always shown a superb disregard of time and place, Villon singing most shrilly perched on the gallows; and German literature, in Goethe, Schiller, and Heine, seems only to have flourished supremely without united Germany. It would be using the cause and effect theory, in this connection, in a reverse, but equally Victorian, manner, to maintain, as has been done, that one reason why the Germans should be beaten is that only in weakness and disunion can their art be re-created.

No doubt, the Germans felt quite differently in this matter. Finding that no amount of ordinary inducements would lure the Teutonic laurel from its congenial home in the miniature Scandinavian countries, they may have believed war would galvanize their la-bored Munich and Düsseldorf art and the blank verse of Hauptmann into greatness. Fortunately, if one may venture to say so, these hopes, as well as those of the other belligerents, have been withered in the bud. None of the laureate genius has developed anything but disappointment so far. All the established reputations have been shattered against the fearful anonymity of this war. Wells, Doyle, Watson, Barrie, Kipling, France, and a host of others used their chisels on this great Gibraltar of tragedy in vain. Hymns of hate, etched for occasion, in bitterness, have fallen back on their authors and crush-ed them. The only arresting things written about the conflict have been little individual notes uttered in the very forefront of fighting, sounding distinctly above the thunder of drumfire, the accounts of participants, actual fighters, for the most part not literary men, candidates posed for the wreath, but rank amateurs who jotted down impressions snatched from the confused cinema of battle. Even Rupert Brooke's few sonnets, the only striking literary creations thus far of the war, are a slender sheaf of personal records, of

emotions, not facts, it is true, in the trenches. In fact, it appears now as if no individual talent and no single nation is going to make æsthetic profit out of the great conflict. The world will learn that war has become a grim, horrible, unornamental business. The band no longer plays its regiment into battle; Tyrtæus must hold a musket and hurl handgrenades, and suffer privation like any obscure Argive. Our national leaders say, "No annexations or indemnities." In like manner we might add, "No great art as the re-ward of victory." Art, as Whistler pointed out, will flourish wherever the mysterious ingredients of temperament and creative genius combine in the right explosive mixture. National glory has little to do with the matter. After the war of seventy, it was France that continued on her career of literary splendor, it was a Frenchman who produced "Le Débâcle" out of defeat, the finest war novel of last century, and it was a German, Frens-

sen, who, using the German victory as his text produced one of the worst. War and

genius have nothing in common, nothing to do

with each other, except in so far as war kills

text, produced one of the worst.

the man who might have produced great art. This is a thing now deeply felt thruout the world. The public has lost its morbid taste for graphic description from the front. Too much has been revealed of what happens there, of how terribly the truth transcends all literary gift for statement. The literary picnicker has all but vanished, and in his place we have the formal official observer who makes plain statement of occurrences for the public information. The war has gotten down to its dull routine, without the graces of poetry and high declamation. Some tasks must be done grimly and in silence; how could the deep conviction which animates millions to these sacrifices ever be expressed? Only now and then, when in the performance of his daily duty a representative of the people is called upon to speak for them, can their pent emotions find outlet. So, for a moment, our nation became articulate thru Lincoln's lips on the battlefield of Gettysburg. That was our greatest literary achievement, accomplished in the course of routine business, a mere attempt to express what had to be expressed on that occasion on behalf of the nation. It is interesting to note that the best utterances of this war have also come from official persons speaking for the belligerent peoples.

THE BOOKS AND BOOKSTORES OF YOUNG JAPAN

WALK along a street in a large city in Japan and, according to Gertrude Emerson, writing in the recent Japanese Supplement of the New York Evening Post, you will come across numbers of little open-front book shops, flaunting strings of picture post cards and gaudy magazines outside. On stands inside are piles of other magazines and along the walls many paper-covered books. Before the first table where the magazines lie within easy

reach of the shortest arm, tiny pupils of the elementary schools gather, girls in red school skirts and boys in blue cotton kimonos with white spots or little uniforms with brass buttons and school insignia on the caps. Here they stand by the hour and pore over the crude picture books, or read from cover to cover "The Boy's World," "The Girl's World," or "The Children's World," or some other favorite. In the back of the shop, especially at night when the single dim light makes it more difficult to decipher the characters, older students, invariably with spectacles, stand browsing among the books and magazines. If they have any money to spend, they are sure to buy something, but there are ways to manage even without money. The shopkeeper will always buy back books sold at a previous time, or exchange them for something new; and in any case he never begrudges the use of his shop as a free library.

THE LITERARY HUNGER OF YOUNG JAPAN

To those who know something of feudal Japan, a very real fact in the lives of the grandmothers and grandfathers of the young-er generation of to-day, this omnivorous tendency in reading is a remarkable development. Until half a century ago, literature was the exclusive vocation of the few. Merchants were uneducated and found no need for book knowledge. Two well-known classics, "Daigaku" and "Rongo," setting forth Confucian precepts, were considered sufficient intellectual food for the average samurai child, taught by tutors at home or in the temple schools under the guidance of priests.

To-day ricksha coolies, waiting for "fares," laboriously spell out the kana of the daily newspaper, and parents are not ashamed to learn reading from their own children in the second or third year of the primary school. Reading in Japan, it must be remembered, is not a simple matter of learning one's A, B, C's. The written language is a combination of a syllabary system based on Chinese characters and Chinese characters themselves. A student being graduated from elementary school has supposedly mastered the two syllabaries of forty-seven characters each, and some thousand or more Chinese ideographs. This gives him a working reading vocabulary; as he advances in his studies he must learn many thousand more.

THE SECOND-HAND BOOK-SHOPS

Can any capital in the world show such an array of second-hand book-shops as Tokio? Certainly New York, and London, and the Quais of Paris cannot compare with Jimbo Cho in the student district of Kanda. There are sections in Kanda where literally every shop on the streets is a bookshop.

One reason is that the Japanese are faddists in literature, and new books have to be fed to the public almost before the ink has dried on the old ones. Vast quantities of books in very small editions, rather than large issues of fewer works, are the rule. Editions of only three hundred copies are quite usual; one

of one thousand copies means phenomenal success. Because of this voracious reading, new magazines and newspapers are thrown on the market in constantly increasing numbers. Counting weeklies, there are more than three thousand penny papers in Japan to-day. There are more than twenty women's magazines, with circulations ranging from 50,000 to a few hundred. Magazine publishers say that women are the best readers of magazines. and that no journal can be successful that does not make a bid for their patronage. are also theater magazines. moving picture magazines, aviation journals, sport papers, English student's reviews, and story magazines, besides serious periodicals.

FOREIGN LITERATURE POPULAR

As far as foreign literature is concerned. English titles play the most important rôle in the book-shops, because English is studied by all students in the higher schools, but it is not necessarily English books that are being read. All foreign literature, as a rule, is studied

thru English translation.

On the whole, young Japan does not seem to care much for the classics. He is essentially practical, and what one does find is a flood of the current books of Western Europe, Russia, and America. Gordon Craig's "The Art of the Theater," books on the impressionists and futurists and cubists, Tagore's works—these are to be found everywhere. A little older. but good sellers still, are Maupassant's works, Baudelaire, Verlaine, Maeterlinck, Wilde, Ibsen, Shaw, the Jameses, and, by way of showing the open-mindedness of the age, Schopenhauer and Conan Doyle side by side.

It is Russian fiction without any question that has cornered the market of interest. For many years the Japanese have been reading in translation the works of Tolstoy, Dostoievsky, Turgenieff, and Gorky, as well as some of the more recent writers. The number of persons who understand the Russian language is constantly growing. It is difficult to find a reason why the Japanese should feel a sympathy with a race so opposite to their own in every characteristic. Yet the real reason for this passion is that the Russians are tremendously vital and expressive, whereas Japanese are forbidden by all the canons of good taste to tell you what they do feel or think about anything; they find in Russian literature a sort of vicarious self-expression.

Finally, feminism is not without its advocates among the "new women" of Japan. The works of Ellen Key and Olive Schreiner have been translated into Japanese, and Karen Michaelivitch's "Dangerous Age" found its coterie in Japan almost as soon as it was made

know to English readers.

The Japanese censor is a very powerful person. Anything deemed detrimental to the welfare of the state or public morality is summarily forbidden publication or confiscated. Kropotkin's works have been prohibited. Flaubert's "Madame Bovary," some of Tolstoy's writings, and some of Maupassant's. Any work of a Socialistic nature comes under

the ban, but in many cases it passes in under the guise of fiction or drama.

POPULAR NATIVE WRITERS ALL YOUNG MEN

The influence of Western ideas on Japanese writers is one way of finding out what the wider influence will be. Almost all the popular writers of the day are young men around thirty years old, yet Tayama, Shimazaki, Natsume, Tokutomi, Nagai, and Masamune are names well known in literary circles in Japan. Of these, Toson Shimazaki lived for some time in Paris, Masamune is a follower of Maupassant, Natsume was formerly professor of English literature at the Imperial University of Tokio, Nagai found himself after a trip to America and France, and Tokutomi is a disciple of Tolstoy, having made a pilgrimage to Russia to see him in 1906. Japanese literature, at least creative literature, is at present in an imitative stage, and lack of sureness in plot-handling and character delineation is characteristic. One has to remember, however, that writers are handicapped by the fact that their readers belong very largely to the student class, limited in experience, and, according to the social conventions in Japan, possessing very few outlets for amusement or self-expression. The writers themselves are most of them too young to have attained full development.

BURROWS BROS. COMPANY IN DIFFICULTIES

FOLLOWING a meeting of some fifty creditors of the Burrows Bros Co. of Cleveland, of which John J. Wood is president, at the Aldine Club in New York on July 10, George Steele has been appointed a friendly receiver to take over the business of the company. The meeting was held under the auspices of the Publishers' Credit Conference and it was largely due to the efforts of Mr. Sanders, head of that organization, and of Mr. F. A. Stokes that the arrangement for a friendly receivership was made. The total claims against the company represented at the meeting of creditors aggregated approximately \$59,000.

The Burrows Bros. store has long been an institution in Cleveland. The business was founded in November, 1872, in the dark days following the panic, by Charles W. Burrows, a West Point graduate who had earlier left the army to become associated with the old Boston firm of Lee & Shepard, and his younger brother, H. B. Burrows. The two brothers and a lone boy-of-all-work constituted the original staff of the store that opened at No. 7 Euclid Avenue on that rainy Saturday. The business grew steadily and in 1880 removed to larger quarters at 324 Euclid Ave-

In 1886 E. L. Schinkel, a competitor, was absorbed and the business was incorporated as Burrows Bros. & Co. Two years later the firm bought out the entire stock and good will of Cobb, Andrews & Co. of Cleveland, and in 1893 the rare book business of Arthur H. Clark. In 1897 the business removed to the then "palatial" quarters in the New England Building, with 32,000 feet of floor space, described at the time as "the largest book and stationers' store in the world." In 1902 the experiment was tried of opening a permanent

sample room in Detroit.

In December, 1906, H. B. Burrows, senior member of the firm, left the immediate direction of the business to become vice-president of the Encyclopædia Britannica Co. Six years later the holdings of both brothers were bought out by a new company, the present owners, headed by John J. Wood, formerly of the Korner & Wood Co. The business continued to prosper and just a year ago entered its handsome remodeled store in the New England Building. The new store consists of a main and mezzanine floor. There are three stairways and an elevator leading to the mezzanine floor, on which are private offices, rare book department, circulating library, writing tables for visitors, and the office equipment department. In the front of the first floor is a reception room in which rare and extra bound books are displayed.

The Burrows Bros. Co. has long been known as one of the "high spots" in the bookselling business of the country. It is said that the present difficulties are expected to be temporary, being largely due to the opening of the new store and the frequent movings which the changes of recent years have necessitated. William A. Sherman, the firm's treasurer, was its representative at the Aldine Club conference as a result of which Mr. Sanders. Mr. Bevin of Boorum & Pease Co., and Mr. Cameron of the Stationers and Publishers Board of Trade were appointed a temporary committee. It was on the recommendation of this committee that Mr. Steele has been appointed

receiver.

BOOK-TRADE ASSOCIATIONS

AMERICAN BOOKSELLERS' ASSOCIATION AP-POINTS EDUCATIONAL COMMITTEE

THE American Booksellers' Association has appointed the following committee to extend trade educational work in the book-trade: B. W. Huebsch, New York, chairman; E. Byrne Hackett, New Haven; R. F. Fuller, Boston; Fremont Rider, New York; the president of the Association, ex officio, and one other to be announced.

Walter V. McKee, secretary of the Association has been chosen chairman of the new program committee. The full committee is to

be announced later.

COMMUNICATIONS

GIVE THE BOOKSELLER A CHANCE

July 9, 1917.

Editor Publishers' WEEKLY:

May I beg some of your space to help clear the atmosphere raised by the discussion anent Mr. Charles E. Butler's able paper on "The Direct Selling Problem" read at the Seventeenth Annual Convention of the American Booksellers' Association?

I gather from the discussion as printed in your columns that Mr. Butler's main conten-

tion was not contravened. All that seemed to be wanting was a *modus operandi*. But that was suggested, it seems to me, in the letter from an English bookseller, which Mr. Butler read.

"It is inconceivable," wrote that bookseller, "that a publisher should approach a public library upon any terms with a view of taking away an order which belongs by right to local booksellers or his legitimate competitors."

If the publisher in England can set up for himself a line of activity which does not compete with the bookseller in England, what is there to prevent the publisher here from pursuing a like course? I am quite aware that a number of publishing houses here conduct retail bookselling businesses in addition to their wholesale dealings. But, as I understand Mr. Butler, he does not advocate that those publishers who conduct bookselling businesses should not retail to the public; he asks that such retail business be conducted on the same lines as the ordinary bookseller conducts his. In other words, not to take advantage of the fact that they are publishers and can therefore afford to give the public a discount, but to deal with that public on a basis that their retail businesses are subject to the same conditions of profit and loss as are those of the regular booksellers. In this respect sending net books postpaid to customers is equivalent to giving them a discount. But the special point raised by Mr. Butler is that the institutions, of which he gives a list, should be left to the local booksellers to deal with and not receive favors which the bookseller himself cannot give. Is there any sound reason against such a course? Even Mr. Doubleday and Mr. Morrow could state none. Indeed, they seemed to be heartily in agreement with the spirit of the resolution.

The course to pursue, it seems to me, is for the publishers to come to an agreement, and the thing will be done. The librarians have nothing to do with the matter. It is for the publishers themselves to make up their minds. And there is no question, in my mind, as to what they should do. They should, of

course, assist the bookseller.

My experience proves to me that the bookseller is the most direct, the cheapest and the best medium for selling books. Certainly will this be found so if we treat him fairly, honorably, and give him his rightful opportunity to make good. Otherwise, the publisher had better go back to the eighteenth century method and do all his bookselling himself.

I am afraid we have got into the habit of belittling the bookseller, both as a business man and a bookman, and assume that little or nothing can be expected from him. Might it not be that we have been mistaken in this assumption? At any rate, let us give him the benefit of the doubt first and try him out, as he has been tried out in England, where both publishers and booksellers have learned their businesses thru centuries, not decades, of experience. I'd rather rely on a bookseller, in the long run than on any depart-

ment store, or any circularizing activities. He provides a ready-made medium, and he lessens the publisher's labors and expense. If publishers would spend on him the money they spend on useless advertising, both they and the bookseller would benefit far more largely than they do now.

TEMPLE SCOTT.

PRESIDENT WILSON ADVOCATES "JUST PRICE"

New York, July 17, 1917.

Editor PUBLISHERS' WEEKLY:

The following extract from the President's recent proclamation appeared in an editorial in the New York *Times* of July 13, 1917:

the New York Times of July 13, 1917:

Sound and clear is the President's statement of the principles that should control the fixing of prices in Government buying of commodities for use in the war. "A just price must, of course, be paid for everything the Government buys. By a just price I mean a price which will sustain the industries concerned in a high state of efficiency, provide a living for those who conduct them, enable them to pay good wages, and make possible the expansion of their enterprises which will from time to time become necessary as the stupendous undertakings of this great war develop. We could not wisely or reasonably do less than pay such prices. They are necessary for the maintenance and development of industry, and the maintenance and development of industry, are necessary for the great task we have in hand."

The appeal of the Booksellers at the recent convention was for "Just Prices." The words of the President here quoted clearly and graphically cover the bookseller's relations to librarians.

The bookstore trade has suffered, and will continue to suffer, from the poor wages paid to book-clerks, the poor returns to the owner on account of the lack of "Just Prices" and "Fair Trading." What inducement is there for any person of average ability to enter the retail book business, as clerk or owner?

CHARLES E. BUTLER.

OBITUARY NOTES.

CHARLES CLARK MUNN, author of novels of New England life, died on July 8 in Springfield, Mass., in his seventieth year. His published works are: "Pocket Island," 1900; "Uncle Terry—a Story of the Maine Coast," 1900; "Rockhaven," 1902; "The Hermit," 1904; "The Girl from Tim's Place," 1906; "Boyhood Days on the Farm," 1907; "Myrtle Baldwin," 1908; "The Castle Builders," 1910; "The Spice of Life," 1911; "The Heart of Uncle Terry," 1915; "Camp Castaway," 1916.

PERSONAL NOTES

WILLIAM J. MACMILLAN has resigned as assistant buyer at Wanamaker's Book Department, New York.

THOMAS SELTZER, well known as the translator of many Russian, Polish, German and French works, has become associated with the firm of Boni & Liveright.

SIR EDWARD PARROT, head of the literary repartment of Thomas Nelson & Sons, has just been elected Liberal M. P. for South Edinburgh.

JAMES L. ROBERTS, formerly with the Baker

& Taylor Co., is now traveling for the A. L. Burt Co., covering Pennsylvania towns and contiguous territory.

PERIODICAL NOTES

Puck has been sold to the International Magazine Co., owned by William Randolph Hearst.

THE ANNOUNCEMENT COMES from Paris of a new bookplate periodical, the Revue Internationale de l'ex-libris, 10 Rue Fromentin. A bookplate contest open to all the soldiers of the Allied Armies is being conducted under the auspices of Grand Carteret, in co-operation with the Revue.

An injunction suit was instituted July 13 in the Federal court by the publishers of the Masses to restrain Postmaster Thomas G. Patten from barring the August number of their magazine from the mails. The publication was suppressed on the grounds that it was alleged to contain abuse of the Government, with criticism of its military policies and pleas for the repeal of the selective conscription law. The hearing of the case was adjourned until July 21.

The old Revue Britannique—which flourished in Paris during the last half of the past century and accomplished much the same thing on the Continent for the English and American magazine world that the Tauchnitz editions did for the book world by presenting the best of the articles in foreign monthlies—is to be revived by M. Georges-Bazile, a Paris translator and reviewer, according to the Paris correspondent of the Dial. The new Revue will have the broader title, Revue de France, de Grande-Bretagne et d'Amérique. It seems strange in this day of "hands across the Channel" that the old Revue should have been forced out of business by the anti-British feeling which ran riot in France during the closing years of the nineteenth century.

LITERARY AND TRADE NOTES

Seaweed is the latest material discovered to be suitable for paper making.

THE ENGLISH Publishers' Association will not publish their official Christmas catalog this year.

THE RONALD PRESS Co. has increased the list price of "Auditing, Theory and Practice" by Montgomery to \$6.

A NOVEL by Saltykov-Shehedrin, known as the Russian Swift, is being prepared for fall publication by Boni & Liveright under the direction of Thomas Seltzer.

Belle K. Maniates, author of "Amarilly of Clothes-Line Alley," now in its thirteenth printing, has written a sequel, "Amarilly in Love," which Little, Brown & Co. will publish August 11.

JOSEPH CONRAD'S VOLUME of autobiography and reminiscence, "A Personal Record," is the latest of his books to be added to the *Deep Sea* leather edition of his works. This completes the edition.



THE A. W. SHAW CO. EXHIBIT OF BUSINESS BOOKS AT THE CHICAGO BOOK FAIR IN CHARGE OF EDWARD J. FLYNN, WESTERN BOOK REPRESENTATIVE

"Temperamental Henry," a new humorous novel by Samuel Merwin, author of "The Trufflers," is announced by the Bobbs-Merrill Co. Beside the temperamental one himself, the author introduces a group of real and amusing people.

RICHARD HENRY DANA'S classic, "Two Years Before the Mast," has just appeared in a well printed new edition handsomely illustrated with photographs as an addition to the Crowell Luxemburg Illustrated Library.

THE MYSTERY and fascination of the far East lurk in the title, "What Allah Wills" by Irwin L. Gordon, a leading fall publication of the Page Co. The story is a tale of war, peace and love laid in the romantic desert stretches of Morocco.

IN THE GERMAN TRADE PAPERS the printers are cautioned to be exceedingly careful with their rollers, to avoid as much as possible their recasting, because this requires always the addition of new composition, which is now very scarce.

"THE STUDIO YEAR BOOK FOR 1917," the twelfth issue of the "Studio Year Book of Decorative Art," will be published by the John Lane Co. July 27. An important section is devoted to the consideration of interior and exterior domestic architecture.

WHILE THE POETIC qualities in Eden Phillpott's novels are conspicuous, his appearance in the rôle of poet may be a surprise to some. The Macmillan Co. is publishing this week a volume of verse by him entitled "Plain Song."

THE CENTURY Co. announces that Bertrand Russell's "Why Men Fight" has returned to the press for a fifth edition. This means that, with one exception, the book has been reprinted every month since its original publication in January.

MARTIE OF "MARTIE, THE UNCONQUERED" now takes her place beside Julia, Rachel and Kathleen Norris' other heroines. Martie's problems are those of thousands of women—

"She wanted to live." Mrs. Norris' new book will be published by Doubleday, Page & Co. in the fall.

"New York of Today" by Henry Collins Brown contains sixty-seven photogravures and one large supplement showing lower Manhattan from the Brooklyn Bridge to Battery Park with descriptive text. It is published by the author at 15 E. 40th St., New York.

THE MACMILLAN Co. has just published Waldemar Westgaard's "The Danish West Indies," a history emphasizing the economic features of the story of the Danish West Indies and bringing out also the picturesque elements of life on their shores.

Now that the daily paper can scarcely be read intelligently without a map, "Hammond's Large Scale War Map of the Western Front," just issued by C. S. Hammond & Co., will be welcomed in any home. This colored map is enclosed in paper covers with an index of over 7000 names.

Following a suggestion at the recent National Book Congress, the French Circle de la Librarie is considering the appointment of a committee of twenty-two employers and twenty-two workmen to draw up a comprehensive plan of instruction for all branches of the book-trade.

J. M. Dent & Sons, Ltd., the English publishers of Everyman's Library and other well-known series, have just contracted for the English edition of the Rider Guide Books, published in this country by Henry Holt. The English edition will be printed from new plates set up and electrotyped in England.

A TALE of life in the open with a salt water tang and plenty of adventure is announced by the Reilly & Britton Co. for publication this month. The hero of "The Cruise of the Dry Dock" by T. S. Stribling puts up a fight against big odds, of which one of the biggest is himself.

Constable & Co., Ltd., London, announce an increase of from 6d. to a shilling on each five shillings in the price of some seventy-

five titles. Sampson Low, Marston & Co., Ltd., have raised the two shilling edition of Jeffery Farnol's books 6d. each. T. & T. Clark, Edinburgh, have made a general increase in prices.

THE LATEST ADDITION to Patience Worthiana is the Patience Worth Magazine, recently established in St. Louis. A life size baby was recently adopted by the "author" of "Patience Worth" at the suggestion of Patience and "they say" the ouija board craze has hit St. Louis hard and that the new indoor sport in that city is trying to get in touch with a Patience Worth.

STUDENTS OF the drama who wish to go back to foundations will be interested in a recent Putnam importation, "The Greek Comedy" by Philippe E. Legrand, professor in the Faculté des Lettres, University of Lyons. The work covers the comedies of Menander, Plautus and other successors of Aristophanes. The translation is by James Loeb.

THE FEDERAL TRADE COMMISSION has just issued in pamphlet form thru the Government Printing Office its complete preliminary report to the Senate on the book paper industry. Detailed comparative figures of manufacturing costs, prices and profits are given, all of which were summarized in the Publishers' Weekly about the middle of June at the time the report was submitted to the Senate.

THE 1917 "Handbook of New England," a second annual edition, has been issued by P. Edward Sargent of 50 Congress St., Boston. The subject matter of the former edition has been thoroly revised and much additional material added. This includes many topographic contour maps, town plans and other detailed maps, as well as new illustrations serving to indentify land marks described in the text. Some matter no longer of contemporary value has been eliminated.

JEAN ALCIDE PICARD, known to the booktrade in this country, is the author of the "Cortina French and English Military Manual" to be published shortly by the Cortina Academy of Languages. This book was written especially for the American army. Beside chapters on hospital and general Red Cross work, French army organization and aviation, it contains a short cut to military French and instructions for reading French maps, and understanding French abbreviations, weights, measures and money. The foreword is by Major-General Leonard Wood.

THE FOLLOWING RHYMED REVIEW of "The Fotygraft Album" has been sent out by the Reilly & Britton Co.: "I like to take the album old, with covers made of plush and gold—or maybe it is brass—and see the pictures of the jays who long have gone their divers ways and come no more, alas! It is a scene of long ago, when art was long and time was slow, brought back by this old book; there were no anæsthetics then, and horror filled the souls of men who 'had their pictures took.'

Strange thoughts all soulful people hold, when poring o'er an album old, the book of vanished years. The dead ones seem to come again, the queer, old-fashioned dames and men, with prongs beneath their ears!"

THE PRINCETON UNIVERSITY PRESS has evolved a new wrinkle in bookselling. two page advertisement in the Alumni Weekly, it suggests that other graduates follow the lead of a graduate who recently placed a standing order with the Press for a copy of each of its publications to be sent as issued to the library of a certain preparatory school. This, it is argued, is at once a subtle way of spreading Princeton propaganda and of helping the University Press to broaden its field. A complete set of the Press' books to date costs \$97.15, and the cost of adding to the collection a copy of each new volume would be about \$25 a year-to be billed, at the customer's preference, as each book appears, or twice a year.



ALFRED KNOPF AND "BORZOI," THE RUSSIAN WOLF-HOUND ORIGINAL OF HIS COLOPHON

THE NATIONAL SOCIETY OF MUSIC, 33 W. 42d Street, New York, announces that it has ready for publication a comprehensive work on "The Art of Music," a reference work in fourteen volumes, which it has had under preparation for the last four years. The work has been under the general supervision of Professor Daniel Gregory Mason of Columbia University as editor in chief. He has been assisted by Professors Edward Burl-

ingame Hill of Harvard University and Leland Hall, late of the University of Wisconsin. It has been planned and executed under the supervision of Dr. Caesar Seachinger as managing editor. Among those who have con-tributed important sections of the work are David Bispham, Anna Pavlowa, Frank Damrosch, Richard Strauss, Sir C. Hubert H. Parry, Ernest Newman, Arthur Farwell, Alfred Hertz, and Professor Rosseter C. Cole.

By way of justifying the addition of another study of Thomas Hardy to those in existence, C. H. Herford says, in his preface to H. C. Duffin's "Thomas Hardy, A Study to H. C. Duffin's "Thomas Hardy, A Study of the Wessex Novels," recently published by Longmans: "It might be enough to say that every writer of Hardy's rank offers more stuff for critical apprehension than any one critical intelligence, however supple and penetrating, is likely to exhaust. But, in fact, Mr. Hardy is conspicuous, even among writers of his rank, for complexity of critical appeal. He comes before us, decidedly, in 'a questionable shape.' . . . Of such an artist and such a man, a young writer, who has lived for years in intimate companionship with his works, who has served a fairly long apprenticeship in comparative literature study, and who gives his impressions with absolute, even perhaps unchastened sincerity, may well have something fresh and stimulating to say." Mr. Duffin's study is divided into: The Art of Hardy, and The Philosophy of Hardy.

HARPER AND BROTHERS will be the publishers of a new and comprehensive encyclopedia planned upon a world basis. It will be an encyclopedic library of twenty-four special encyclopedias, each having six volumes and each devoted to a particular race or nation or region. Each one of these six-volume sections will contain a comprehensive and scholarly exposition of the racial, political and social developments of the people with whom it deals. Dr. Isador Singer, internationally famous as an encyclopedist, will be editorial supervisor, and the work will be under the immediate direction of an editorial board composed mainly of specialists and scholars drawn from the faculties of American universities. The initial set of the encyclopedia will deal with the Slavonic race. The set devoted to the United States will, it is said, contain a more comprehensive and detailed account of the development of this country than has yet been published. Adolph Lewisohn will furnish the necessary financial backing for the enterprise in celebration of the fiftieth anniversary of his arrival in America.

IN CONNECTION WITH THE IMMINENCE of paper bindings in England owing to the scarcity of straw-board imported from Holland, the British Colonial Printer & Stationer doubts whether a flimsy and unattractive paper cover, such as that which is seen on the majority of French novels, would make much appeal to readers in England and calls attention to two Italian paper bindings that might well serve as models: "They seem to do these things better in Italy, as witness the dainty little series of small 8vo. booklets entitled 'L'Italia

Monumentale' originally published at one lira (9½d.) each, by Bonomi, Milan. In these, the actual cover is of stout white paper, which is 'jacketed' by a loose outer cover of vegetable parchment, on the front of which is printed an architectural design appropriate to the series. The feel and appearance of the parchment paper gives these little volumes a quite superior style. The jacket forms the permanent outer cover, and is not, as with us, merely a protection to a more substantial inner cover. Other cheap Italian series, such as the 'Collezione Lamperti,' also published at Milan, are issued in stout rough-surfaced paper covers, on which the title and other particulars are tastefully printed in gold."

BUSINESS NOTES

Detroit, Mich.—Macauley Brothers are opening a branch store at the main entrance of the Book Building on Washington Boulevard. The Book Building is one of the finest office buildings in the city and when finally completed will have a tower of thirty-three stories. The new Macauley store occupies the strategic position at the building's only entrance. Show windows face the street and the entrance, as well as the rotunda. store is small and will be devoted to a select, rather than a large, stock.

NEW YORK CITY.—B. C. Forbes Publishing Co., Inc., has been incorporated with a capital stock of \$50,000 to engage in a general publishing and printing business. The incorporators are B. C. Forbes, W. Drey, A. Colvin, 260 Broadway.

AUCTION NOTES
THE Anderson Galleries, Inc., has leased for a long term of years the Arion Club property on the southeast corner of Park Ave. and Fifty-ninth St. and takes possession in July. The new property will be the largest building in the United States devoted to the public sale of art and literary collections.

BIBLIOGRAPHICAL NOTES

CATALOGS OF NEW AND SECOND-HAND BOOKS John Grant, Edinburgh, 31 George IV ridge. Catalog of books in general litera-

ture. (July.) Charles Higham & Son, London, E. C. Eng. Catalog: Theological literature. (No.

548; 1575 titles.) Henry Malkan, New York, 42 Broadway. Summer catalog. (July-August.)

State House Book Shop, Philadelphia, Pa., 221 South Fifth St. Summer clean-up catalog. (No. 30; 338 titles.)

JOHN HOWELL, the San Francisco dealer, brought back with him from his recent trip to the Hawaiian Islands most of the library collected by the late Mark Robinson. Robinson made a specialty of first editions, rare bindings, de luxe editions, original manuscripts and other treasures of the bibliophile. Some of the books were sold to collectors in Honolulu. The unsold works will be on exhibition at San Francisco and those not disposed of within a few weeks will be brought to New

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. Where not specified the binding is cloth.

Imprint date is stated for best available date, preferably copyright date, in brackets] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n.d.]

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; I: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.): sq., obl. nar., designate square, oblong, narrow. For books not received sizes are given in numerals, 4°, 8°, etc. 10 cm.); s

Barton, Fk. Townend. Ponies and all about them; with 28 il. principally from photographs by Gilbert H. Parsons. N. Y., Dut-506 p. pls. diagr. O \$3 n.

Detailed account of the pony, its good and bad qualities, management, uses, diseases and different

Bayonet training manual; used by the British forces; reprinted from Infantry Journal, May, 1917. N. Y., Van Nostrand. c. 66 p. il. diagrs. T (Van Nostrand's military manuals) 30 c. n.

Benson, Mgr. Rob. Hugh. Sermon notes; first series; Anglican; ed. by C. C. Martindale. N. Y., Longmans. 8+143 p. D \$1.25 n.

Bevis, Jesse Randolph, and Donovan, J: A., M.D. The modern rifle; practical exterior ballistics for hunters and marksmen. v. I. Butte, Mont., The authors [507 Phoenix Bldg.]. c. 193 p. il. figs. S \$1.25

Gives practical application of every formula, including necessary tables, that riflemen may make their own calculations with accuracy.

Bloomfield, Leonard. Tagalog texts with grammatical analysis. Pt. 1, texts and translation. Urbana, Ill., Univ. of Ill. c. 122 p. 4° (Studies in language and literature) pap. \$1.50

Brown, Alice. Bromley neighborhood. N. Y.,

Brown, Alice. Bromley neighborhood. N. Y.,
Macmillan. c. 418 p. D \$1.50 n.
Mary Neale, with her arbitrary husband and two
sons, lived in a New England village next door to
the widow Brock and her daughter Ellen. Hugh
Neale, the dearest son, had loved Ellen from boyhood, but she shrank from lovemaking. Hugh
leaves home and Ellen, after her mother's marriage,
comes to help Mary. Ben, the second and weaker
son, urges Ellen to marry him. On an impulse of
devotion to his mother and to protect him from
himself Ellen consents. With Hugh's return, comes
the revelation of her genuine love for him. She
leaves Ben and gives herself to war relief work.

Buchanan. Roh I. Idyls of the Vosemite Val-

Buchanan, Rob. J. Idyls of the Yosemite Valley [verse]. Berkeley, Cal. [The author] Box 195. [c. '17] no paging il. por. map O pap. 50 c.

Butler, S. The way of all flesh. N. Y., Boni & Liveright. [n. d.] 410 p. S (Modern lib.)

Clark, Alex. Graham. Text book on motor car engineering. 2 v. v. 2, design. N. Y. Van Nostrand. 16+368+21 p. il. figs. tabs. O \$3 n.

Clifford, Lucy Lane [Mrs. W: Kingdon Clifford]. The getting well of Dorothy; with 27 il. by Gordon Browne. N. Y., Dutton. [n. d.] 10+251 p. col. front. D \$1.50 n. Story for little girls about Dorothy who was taken to mengland to Switzerland to recover from a strious illness. Cochran, Jos. Wilson. Heroes of the campus: the records of a few of those knightly souls who, burning out for God, kindled unquenched fires in the lives of their fellow students. Phil., Westminster Press. c. 9+167 p. front. S 60 c. n.

Biographical sketches of college men and women who have devoted themselves to Christian service.

Cocke, Sarah Johnson. The master of the hills; a tale of the Georgia mountains. hills; a tale of the Georgia mountains.

N. Y., Dutton. [c. '17] 7+327 p. D \$1.50 n.

Story of two generations laid in the Georgia mountains. Book one is concerned with the escape of Polly Noy from an unprincipled French marquis, his marriage to Mamie Craigmore, and the unpremeditated marriage of Polly's brother Robert to a mountain girl. In book two the descendants of Polly's cousin meet Bob, her brother's grandson, in the mountains. How Bob lifts himself out of his illiterate environment and makes himself worthy of Araminta makes the story.

Cooper, Lenna Frances. How to cut food costs. Battle Creek, Mich., Good Health Pub. [c. '17] 128 p. (9 p. bibl.) tabs. D

75 C.
Shows how to buy economically and explains the balanced ration. Author is director of the Battle Creek Sanitarium School of Home Economics.

Cowles, Fk. Hewitt. Gaius Verres; an historical study. [N. Y., Longmans.] [c. '17] 207 p. O (Cornell studies in classical philology) bds. \$1.50 spec. n.

Coxwell, C. Fillingham. Through Russia in war-time; with 55 illustrations. N. Y., Scribner. [n. d.] 311 p. pls. map O \$3.50 n. Record of recent travel experiences in Russia. Author traversed country north to south and east to west. Moscow and Petrograd are described at length and many details of Russian life and customs are given. Index.

Crennan, C: Holloway. A survey of state executive organization and a plan of reorganization; a thesis presented to the faculty of the Graduate School [University of Pennsylvania] in partial fulfillment of the requirements for the degree of doctor of philosophy. Menasha, Wis., Banta Pub. '16 87 p. diagrs. (part fold.) fold. tab. D pap. \$1.25 n.

Dana, R: H:, jr. Two years before the mast; a personal narrative of life at sea; with an introd. by C: Welsh. [New ed.] N. Y., Crowell. [c. '07] 13+415 p. il. pls. por. doub. map O (Luxembourg illustrated lib.) \$1.50

n. bxd. Fdition is copiously illustrated with interesting photographs.

Daviess, Maria Thompson. The daredevil. N. Y., Grosset & Dunlap. 344 p. col. front. 12° (Popular copyrights) 75 c.

- De Hovre, Frans. German and English education; a comparative study. N. Y., Scribner. 108 p. D \$1.25 n.
- Brief comparison of organic principles of German and English education. Author was lecturer on the philosophy of education, Louvain University.
- Diffendorfer, Ralph Eug. Missionary education in home and school. N. Y. and Cin., Abingdon Press. [c. '17] 407 p. D (Manuals of religious education for parents and teachers) \$1.50 n.
- Purpose is to show that missionary training is of value as general religious education. Tells parents and others how to develop the missionary qualities in children.
- Douie, Sir Ja. McCrone. The Panjab, North-West Frontier Province and Kashmir. [N. Y., Putnam.] '16 14+373 p. il. maps (part fold.) figs. D (Provincial geographies
- of India) \$1.80 n.
 Sketch of North-West India, its physiography, people and administration. Author spent thirty-five years in the service of North-West India.
- Du Bose, Rev. Horace Mellard. The consciousness of Jesus. N. Y. and Cin., Meth. Bk. Concern. [c. '17] 144 p. D 75 c. n. Author believes that the personality of Jesus is expositive of all the life and phenomena of religion.
- Duncan-Jones, A. S. Ordered liberty; or an Englishman's belief in his church; being the Hulsean lectures delivered before the University of Cambridge for 1916-1917. N.Y., Longmans. 9+147 p. D \$1.25 n.
- Eldridge, Harold Fs. Making advertising pay; a compilation of methods and experience records drawn from many sources; with comment on the various phases of advertising by recognized authorities. Columbia, S. C. [State Co] [c. '17] 231 p. il. O bds. gratis
- Contents: The economic and social side of advertising; Advertising for the wholesaler and manufacturer; How successful retailers get results from advertising; Analysis of the psychological task of advertising.
- Fancher, Paul Adee, ed. A book of Hamilton verse, 1917. Cli 131 p. 12° \$1.35 Clinton, N. Y. [The editor]
- Frankenberg, Thdr. T: Billy Sunday, his tabernacles and sawdust trails; a biographical sketch of the famous baseball evangelist. Columbus, O., F. J. Heer Pr. 224 p. il. pls. pors. 12° \$1
- Freeman, J: The moderns; essays in literary criticism. N. Y., Crowell. 5+341 p. I
- Critical and analytic essays dealing with the work Shaw, Wells, Hardy, Maeterlinck, Henry James, onrad, Coventry Patmore, Francis Thompson, and Conrad, Covent Robert Bridges.
- Freese, J. H. A new pocket dictionary of the English and Russian languages; comp. from the best authorities. English-Russian. N. Y., Dutton. 12+331 p. D \$2 n.
- Garvie, Alfr. Ernest, D.D. The master's comfort and hope; sermons on John XIII, 31-XIV, 31. [N. Y., Scribner.] 14+239 p. O ("Scholar as preacher" ser.) \$2 n.
- Genelli, Father. Life of St. Ignatius of Loyola. N. Y., Benziger. [c. '17] 398 p. D 50 c. n.

- Gerson, Joannes i. e. Jean le Charlier de Gerson. The Ad Deum vadit of Jean Gerson, pub. from the manuscript Bibliothèque na-The Ad Deum vadit of Jean Gerson, tionale, fonds fr. 24841, by D: Hobart Car-nahan. [Urbana, Ill., Univ. of Ill.] 155 p. 4° (Studies in language and literature) pap. \$1.75
- Gissing, G: Rob. By the Ionian sea; notes of a ramble in southern Italy. N. Y., Scribner. [n. d.] 203 p. S \$1 25 n.
- Grover, Eulalie Osgood. The overall boys in Switzerland; a second reader; il. [in col.] by Bertha Corbett Melcher. Chic. and N. Y., Rand, McNally. [c. '16] 160 p. sq. D 50 c.
- Gwatkin, H: Melvill, D.D. The sacrifice of thankfulness; sermons; ed. by L. de L. Gwatkin; with a memoir by T. R. Glover. [N. Y., Scribner.] 24+166 p. mounted por. O \$2 n.
- Partial contents: The Revelation in history; Chrisan motive; Joy and sorrow; Immanence; The natian motive; Joy and ture of eternal life.
- Hagedorn, Hermann. You are the hope of the world; an appeal to the girls and boys of America. N. Y., Macmillan. c. 99 p. S bds. 50 c. n.
- Shows young America how it can best serve its country.
- Hankey, Donald W. A. The Lord of all good life; a study of the greatness of Jesus and the weakness of his church. N. Y., Longmans. 171 p. D 90 c. n.
- Hardy, T: The mayor of Casterbridge; introd. by Joyce Kilmer. N. Y., Boni & Liveright. [n. d.] 14+318 p. map S (Modern lib.) 60 c. n.
- Harrison, H: Sydnor. Angela's business. N. Y., Grosset & Dunlap. 375 p. il. 12° (Popular copyrights) 75 c.
- Harvitt, Helene G. Contes divers. Scribner. c. 232 p. 12° (Walter-Ballard direct method French ser.) 50 c. n.
- Hough, Lynn Harold. The little old lady. N. Y. and Cin., Abingdon Press. [c. '17]
- I. and Chin,

 133 p. D 75 c. n.

 The "little old lady" was loved and trusted by
 ill sorts of people and became a friendly "first
 id" to all the perplexities and troubles confided all sorts to her.
- Huse, Raymond Howard. Letters on the atonement; introd. by Bp. Edn. H: Hughes. Letters on the N. Y. and Cin., Meth. Bk. Concern. [c. '17]
- 79 p. S 50 c. n.
 Brief letters to a young layman interpreting the meaning and value of the atonement.
- Ide, Emily Katharine. The etiquette of the stars and stripes. Rev. ed. Bost. [The author, 65 Rutland St.] [c. '17] 20 p. col. front. D pap. 25 c.
 - The history and significance of the American flag. Rev. ed. [Bost., The author.] [c. '17] 92 p. il. pls. col. front. D 70 c.
- Johnston, Mary. The fortunes of Garin. N. Y., Grosset & Dunlap. 376 p. front. 12° (Popular copyrights) 75 c.
- Kerr, Hugh Thomson, D.D. How to teach the life of Christ. First year, Pt. 3. Phil., Presb. Bd. of Pub. c. 64 p. D (Thoroughly furnished) pap. 15 c. n.

Kimball, Rear-Adm. W: Wirt. Our question of questions, arm or disarm? Wash., D.C.,

Navy Pub., Navy and Merchant Marine, 1410 H. St., N. W. 131 p. por. S \$1

Contents: The American empire; Patriotism and national self conceit; Militarism and pacifism; War; The Monroe doctrine; Diplomacy; Arms and the

Knibbs, H: Herb. Sundown Slim. N. Y., Grosset & Dunlap. 357 p. il. 12° (Popular copyrights) 75 c.

Lanchester, F: W: The flying-machine; from an engineering standpoint; a reprint of the "James Forrest" lecture, 1914, by permission of the Institution of Civil Engineers; including a discussion concerning the theory of sustentation and the expenditure of power in flight; a paper presented at a meeting of the International Engineering Congress in San Francisco, 1915. N. Y., Van Nostrand. 8+135 p. fold. pl. figs. O \$3 n.

Lawton, Lieut.-Col. F. H., and others. Field quartermaster's handbook; complete from a company to a division. N. Y., G. U. Harvey. [c. '17] 90 p. tabs. D (Harvey military

Working manual for the quartermaster. Contains details of his duties and exhibits of forms and how to complete them.

LeGrand, Philippe E. The new Greek comedy; Κωμωδία Νέα; tr. by Ja. Loeb; with an introd. by J: Williams White. N. Y.,

Putnam. 19+547 p. O \$4.50 n.
Study of subject matter, structure, and purpose of the Greek comedy after Aristophanies, the work of Menander, Plautus, Terence and others, and the reasons for its success. Author is professor, Faculté des Lettres, University of Lyons.

Le Gras, Louise de Marillac. Life of Mademoiselle Le Gras (Louise de Marillac); foundress of the Sisters of Charity. [New ed.] N. Y., Benziger. c. '84 350 p. D 50

Lewinski-Corwin, E: H. The political history of Poland. N. Y., Polish Bk. Importing Co. c. 15+628 p. il. pors. maps O \$3; de luxe ed. \$7

Presents an account of the political and social evolution of Poland based largely on Polish sources

of information. Index.

"Li-Ke-Ke," pseud. Scotty Kid; the life story of "Brother Tommy"; godfathered by Father Endeavor Clark. N. Y. and Cin., Scotty Kid; the life Abingdon Press. [c. '17] 212 p. il. pls. por.

Transformation of Scotty Kid, hobo and criminal, into Brother Tommy, Christian and evangelist.

London, Jack. The mutiny of the Elsinore. N. Y., Grosset & Dunlap. 378 p. col. front. 12° (Popular copyrights) 75 c.

Longacre, Lindsay B. A prophet of the spirit; a sketch of the character and work of Jere-

[c. '17] 128 p. D 75 c. n.
Study of Jeremiah, emphasizing the spirituality of his message. Author is professor of Old Testament literature and religion, Iliff School of Theology, Denver, Colo.

Lyttelton, E., D.D. The dedicated life; three addresses to schoolboys and others; on behalf of the National Mission of Repentance and Hope. N. Y., Longmans. 6+40 p. D рар. 40 с. п.

MacAlister, Lt. Donald A. Field gunnery; a practical manual prepared with special reference to the heavies; prefaced by Capt. Daniel W. Hand. American ed. N. Y., G. U. Harvey. c. 153 p. il. figs. fold. chart T

(Harvey military ser.) \$1 English edition has long been used as reference took by officers of field artillery in the United

McGill, Anna Blanche. The Sisters of charity of Nazareth, Kentucky. N. Y., Encyclopedia Press. [c. '17] 16+436 p. il. pls. pors. facsms. 8° \$2

McKay, Fiona, comp. Leaves of gold from the books of Proverbs, Wisdom, and Ecclesiasticus. N. Y., Benziger. ['16] 142 p. T (Angelus ser.) 50 c.

Manly, Harold Phillips, and Brookes, Leonard Elliott. Practical automobile instruction; a complete manual of practical information for automobile owners, repair men and schools. 4 v. Chic., National Inst. of Practical Mechanics. [c. '17] il. fold. pls. tabs. diagrs. 12° \$16.80

Originally issued as four separate works under titles: The automobile handbook by L. Elliott Brookes, rev. and enl. by Harold P. Manly [5th ed.]; Automobile starting and lighting by Harold P. Manly; 20th century machine shop practice by L. Elliott Brookes; Oxy-acetylene welding and cutting by Harold P. Manly.

Meehan, T: Fs. Thomas Maurice Mulry. N. Y., Encyclopedia Press. [c. '17] 247 p. por. O \$1.50; bds. \$1 Biography of a prominent Catholic layman of New York who had much to do with the reorganization of the Society of St. Vincent de Paul.

Meredith, G: Diana of the Crossways; introd. by Arth. Symons. N. Y., Boni & Liveright. [n. d.] 16+365 p. S (Modern lib.) 60 c. n.

erk, F: Economic history of Wisconsin during the civil war decade. Madison, Wis. Merk, F: [Wis. State Hist. Soc.] '16 c. 414 p. pors. fold. map facsm. diagr. O (Publications, studies, v. 1) \$2

Miscellanea Hibernica. Ur-Meyer, Kuno. bana, Ill., Univ. of Ill. c. 55 p. 4° (Studies in language and literature) pap. \$1

Miller, Ernest A. Making the old Sunday school new. N. Y. and Cin., Meth. Bk. Concern. [c. '17] 100 p. S 50 c. n. Story of reconstruction of a Sunday school, which needed modernizing.

Moore, G: Confessions of a young man; introd. by Floyd Dell. N. Y., Boni & Liveright. [n. d.] 12+227 p. por. S (Modern lib.) 60 c. n.

Morgan, W., D.D. The religion and theology of Paul; the Kerr lectures delivered in the United Free Church College, Glasgow, during session 1914-15. [N. Y., Scribner.]

11+272 p. O \$3.50 n.

Author is professor of systematic theology and apologetics, Queen's Theological College, Kingston,

Newcomer, Mabel. Separation of state and local revenues in the United States. Longmans. c. 195 p (3 1/3 p. bibl.) O (Columbia Univ. studies in history, economics and public law) pap. \$1.75 spec. n.

- Operation and tactical use of the Lewis automatic machine rifle; based on the experience of the European war; with an introd. by Col. I. N. Lewis. N. Y., Van Nos-trand. c. 148 p. il. fold. pls. figs. tabs. plans T (Van Nostrand's military manuals) 60
- O'Tyne, N: Dreams o' mine [verse]. La Grange, Ind., L. A. Foster. c. 107 p. D
- P., K. S. Records of a rectory garden. N. Y., Longmans. II+75 p. S bds. 75 c. n.
 An English mother's recollections of her boy who gave himself for his country.
- Page, C: Nelson. Bring him to me; or, the sufficient remedy; being a short study of modern methods in the redemption of man. N. Y. and Cin., Meth. Bk. Concern. [c.
- '17] 72 p. S 50 c. n. Shows that there is no substitute for the gospel plan of redemption.
- Peirce, F: The human side of business. Phil., Winston; F. Peirce & Co. [1421 Chestnut
- st.] c. 214 p. O 2 n.
 Portrays human side of business illustrated by marketing of bonds. Explains author's personal methods used in training bond men.
- Pückler-Muskau, Herman Ludwig Heinrich, Prince. Hints on landscape gardening; tr. by Bernard Sickert and ed. by S: Parsons. Bost., Houghton Mifflin. c. 45+196 p. il. pls. fold maps in pockets diagrs. O bds. \$3 50 n. Contribution to the art of landscape architecture, expressed in author's letters from England, and evolved from his experience in developing his own estate in the old town of Muskau in Silesia where he was born in 1785. Published with the co-operation of the American Society of Landscape Architects.
- Purinton, E: Earle. Pétain, the prepared; with an appreciation by Maj.-Gen. Leonard Wood. N. Y., Revell. [c. '17] 47 p. por.
- D bds. 50 c. n. Story of General Philippe Pétain, hero of Verdun, old as a lesson of personal rather than military preparedness.
- Ramsay, Sir W: Mitchell. The intermixture of races in Asia Minor; some of its causes and effects. [N. Y., Oxford Univ.] [n.d.] 64 p. O (Proceedings of the British Academy) pap. \$1.40 n.
- Rath, E. J. "Mister 44." N. Y., Grosset & Dunlap. 326 p. il. 12° (Popular copyrights) 75 C.
- Roberts, C: V. H. The sublime sacrifice; a drama of the great war; a tragedy in three acts with prologue. Cedar Rapids, Ia., Torch Press. c. 103 p. D bds. \$1.25
- Roberts, W: H:, D.D. A concise history of the Presbyterian Church in the United States of America. Phil., Presb. Bd. of Pub.
- c. 85 p. S 50 c. n.

 Record of Presbyterianism in America brought up to date from an edition issued in 1888 to celebrate the centennial of the adoption of the constitution of the church.
- Robson, Rev. A. A: Positive Protestantism; a concise statement of the historical origins, the positive affirmations, and the present position of Protestantism. Text-book ed. Phil., Griffith & Rowland Press. [c. '17] 224 p. D 60 c. n.
- Restatement of Protestantism, explanatory rather than controversial.

- Rogers, H: Wade, and others. Francis Asbury; centennial addresses by H: Wade Rogers, Jos. F. Berry, Fk. M. Bristol, F: D. Leete. N. Y. and Cin., Meth. Bk. Con-
- cern. [c. '17] 106 p. D 75 c. n.
 Four addresses commemorating the centennial of rancis Asbury, honored figure of early American Methodism.
- Ryan, Sara Agnes. Christopher Columbus in poetry, history and art; with an introd. by F. X. McCabe. Chic., Mayer & Miller Co. c. 259 p. il. pls. por. 8° \$2.50
- Sabatini, Rafael. The snare. Phil., Lippin-
- Sabatini, Rafael. The snare. Phil., Lippincott. [n. d.] 313 p. D \$1.25 n.
 Lieutenant Burler, Lady O'Moy's scapegrace brother, had involved his troops in a disgraceful affair at a particularly critical time. Sir Terence O'Moy, his superior officer, was thus placed in an awkward position. Another of Sir Terence's troubles was jealousy. Story tells how Lady O'Moy keeps her reputation clean, how Tremayne is suspected and almost done to his death, how the Portuguese intriguer receives a sword thrust by the hand of a jealous husband, and finally how Lord Wellington helps O'Moy out of his difficulties.

 Sadlier. Anna Theresa. Women of catholic-
- Sadlier, Anna Theresa. Women of catholicity; memoirs of Margaret O'Carroll, Isabella of Castile, Margaret Roper, Marie de L'Incarnation, Marguerite Bourgeoys, Ethan Allen's daughter. [New ed.] N. Y., Benziger. c. '85 264 p. D 50 c n.
- Scott. Sir Wa. Ivanhoe; a romance; ed., with notes, by Edn. L. Miller and Grace Marg Albert. Chicago., Lyons & Carnahan. [c. '17] 672 p. il. por. map 16° (Atlas ser.) 50 c.
- Seebach, Julius, and Seebach, Marg. Rebecca Hines. The singing weaver; and other stories; hero tales of the Reformation; il. by Jessie Gillespie. Phil., Lutheran Pub-
- lication Soc. c 288 p. D \$1 n.

 True stories of obscure heroes and heroines of the Reformation including The singing weaver; Her little Bible; The glorious return.
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pls. tabs. T 60 c. Reprint of Navy Dept. document issued Jan. 20,

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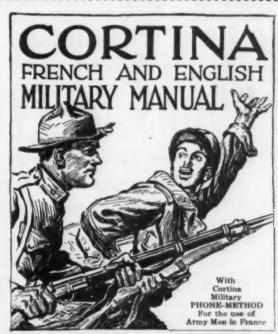
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